

Message Text

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PAGE 01 STATE 195760

21

ORIGIN COME-00

INFO OCT-01 NEA-10 ISO-00 EB-07 /018 R

DRAFTED BY COM/BIC/CAGNE/DARYAN/JR

APPROVED BY EB/OCA/CM/LKLIEFORTH

COM/BIC/CAGNE/PBHALE

COM/BIC/CAGNE/GREICHARDT

STATE/NEA-IAI/XVUNOVIC

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R 062032Z AUG 76

FM SECSTATE WASHDC

TO AMEMBASSY TEL AVIV

UNCLAS STATE 195760

E.O. 11652: N/A

TA;S: BEXP, IR

SUBJECT: BUSINESS SYSTEMS SHOW-AND-SELL (SS).

REF: MCKUNE/RYAN TELCON JULY 22.

1. IN VIEW HAIFA COMPUTER SYMPOSIA OCTOBER 21, COMMERCE
CONCURS DATE CHANGE SUBJECT SS TO OCTOBER 17-20. GROUP
WILL TRAVEL FROM TEHRAN TO TEL AVIV ON FRIDAY OCTOBER 15
VIA LY-564, WITH EMBASSY BRIEFING THAT AFTERNOON. SAT.
OCTOBER 16 RESERVED FOR SIGHT-SEEING AT SS MEMBER ACCOUNT.
BUSINESS ACTIVITIES SCHEDULED FOR OCTOBER 17-20.

2. ON AUGUST 3 CAGNE SENT BY AIR APO COMPLETE SET BROCHURES
AND MARKETING DATA FORMS FROM 24 FIRMS IN TEHRAN EXHIBITION.
THIS SHOULD PERMIT POST BEGIN MARKETING ACTIVITIES FOR
SUBJECT EVENT, INCLUDING UNIVERSE LIST BUILDING, PRESS
CAMPAIGN INITIATION AND PREPARATION CATALOG PAGES.
AUGUST 3 LETTER ALSO CONTAINED REPORT ON STATUS OF PROCURE-
MENT. FIRMS VERBALLY COMMITTED TO SS ARE APPLIED
DIGITAL DATA SYSTEMS, BEEHIVE TERMINALS, CODEX CORPORATION,
CALIFORNIA COMPUTER PRODUCTS, DATAPRODUCTS CORPORATION,
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PAGE 02 STATE 195760

ENTREX INC., IMAGE SYSTEMS INC., IMS ASSOCIATES INC.,

INTERDATA LIMITED, TEXAS INSTRUMENTS. CAGNE WILL PROVIDE FINAL PARTICIPANT LIST BY AUGUST 16.

3. REQUEST POSTS MAKE LOGISTICAL ARRANGEMENTS SINCE NO ADVANCE MAN COMING. CAGNE STAFFER
FRANC MANZOLILLO WILL BE SS DIRECTOR, ARRIVING TEL AVIV SAT. OCTOBER 16 FOLLOWING ADVANCE WORK ON SOCIETY OF THE PLASTIC INDUSTRY IOGA TM TO EGYPT, QATAR AND SAUDI ARABIA. CAGNE WILL GENERATE DOLS 1200 FUNDING FOR TEL AVIV SS. BUDGET AUTHORIZATION; TO FOLLOW.

4.COMATT RICHARD RUEDA NOW IN CAGNE, WILL HAVE FULL BRIEFING ON SS AND WILL CONTACT ALL SS MEMBERS BY PHONE TO DEVELOP FEEL FOR PRODUCT LINES AND MARKETING OBJECTIVES IN ISRAEL. APPRECIATE POST PREPARE BATTLE PLAN FOR THE SS, INCLUDING KEY DATES FOR BROCHURE PRINTING, LIST PREPARATION, MAILINGS, PRESS CAMPAIGN, HIRE OF SECRETARY, AND HOSPITALITY EVENTS. TELEGRAPHIC ADVICE THIS PLAN REQUESTED. HABIB

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04 MAY 2006

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